2 pgs. CC: RSM RBM KLM

R.J. Reynolds Tobacco Company

c/m: 4-17-95

Keith L. Myers
Division Sales Manager
Rochester #1824

100 Linden Oaks Drive
Suite B
Rochester, NY 14625
(716) 387-6065
(716) 387-6066- Fax

*Sent via E-Mail
April 17, 1995

TO: RSMs & RBMs - Regions #1700, #2900, #1100, #6700, #6800, #1600, #6300

RE: 1995 Outdoor National Pro Motocross Championships

Ladies & Gentlemen:

I am pleased to announce the participation of R.J. Reynolds Tobacco Co. in the 1995 Outdoor National Pro Motocross Championships! Through negotiations with the Business Managers from the various Sales Areas, we have procured funding and become a name sponsor of this series. The uniqueness of this endeavor, as compared to other sporting sponsorships, is that it was initiated, sold and will be implemented solely by field sales personnel.

The Outdoor National Pro Motocross Championships cover 9 months and 10 states from Millville, Minnesota to Delmont, Pennsylvania. The races held Friday through Sunday routinely draw 150 of the world's best riders. The beauty of outdoor compared to indoor supercross events is that there are no sellouts! An average event draws crowds from 20,000 to 40,000 each day!

The elements of our participation include, but are not limited to the following:

* Exclusive cigarette sales and promotion at the events.

* Temporary and permanent POS/PDI to enhance and build our presence in and around events.

* Reynolds' logos to be included in all major print advertisements surrounding the events.

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Source: https://www.industrydocuments.ucsf.edu/docs/mydn0000